



Presentation Of Indian Programs Through Pakistani Channels

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Abstract:

The study “Presentation of Indian Programs through Pakistani Channels” is conducted in University of Gujrat. Survey method is used to collect demographic data about respondent’s behavior, opinion, interests, liking and disliking of presentation of Indians programs through Pakistani channels. There were total 105 respondents under the faculty of Social Sciences including 6 departments; Economics, Fine Arts, Sociology, Psychology, Political Science and Mass communication, 42.9% male respondents 57.1% female respondents, among those there were 805 student, 9.5% were teachers and 10.5% research officer were include in the research. In locale those respondent belong to urban areas they were 61.9%, 16.2% belong to sub urban and 20.0% were belong to rural areas. In this study self –Explanatory questionnaire have been used for data collection. Questionnaire include 30 informative question related to Presentation of Indian programs through Pakistani channel. The study purpose was to know about the viewers’ perspective of presentation of Indians programs on Pakistani channels. Although Pakistani youth like Indians programs due to presence of celebrities in programs, nice music ,presenting local talent is better than Pakistani programs besides this they realize these programs are affecting Pakistani youth ,their culture, values ,daily routine ,religion, and children, Indian culture is gradually penetrate in Pakistani society. They think PEMRA should put restriction on these programs, as this can counteract the flow of Indian programs on Pakistani channel.

Key words: Pakistani channels, Indians programs, Flow of Indians culture, Cable operators, Pakistani youth, Social learning behavior.

1.Introduction

Mass media is playing a vital role to create awareness among people and this use is increasing very swiftly day by day. In Pakistan television station was established at Lahore in 26 November 1964 by name PTV. PTV telecasted programs from 4.p.m to 11 p.m. in 1988, Morning transmission was started for just one hour on PTV. English programs were telecasted just one hour or half hour. Whenever people accessed to Indian programs through antenna felt great excitement. Indian programs were available on Dordarshan. Clear transmission was approach- able just for those people who were living in Lahore or near border sides. Presenting of the Indians Programs on PTV were strictly prohibited VCR and films were not allowed at homes, VCR was imported illegally to watch Indian movies .VCRs and Indians movies were borrowed for the night .Watching Indian movies were immortal act and sent to jail those people who were caught by watching Indian movies on VCR. VCR was legalized in 1983. On 26th November 1987 Satellites Dish antenna was escalate on American consulate and Pir Pagara house. Satellite Dish antenna opens a new world for people Sony. ZTV and number of other Indian channels were easily accessed to Pakistanis on Aug 25, 2010) CATV was first time introduced in 1948 by Jhon Walson. Cable television network was instigate in Karachi in 1980 and by 1998 cable television was introduced in all the big cities of Pakistan November 26, 1987 Gen Pervaiz Musharaf issued the ordinance for launching the private TV channel. Now there are more than 100 TV channels including 28 foreign channels are on-airing in Pakistan. Cable network creates great change in Pakistani society. Now Pakistani channels are presenting Indian programs freely and cable operators are playing key role to promote Indians programs. Now numbers of Indian programs are freely telecasted in Pakistan. Indian Soap Operas are extremely popular like Utran on HUM channel, Big Boss on ARY, Many stage shows and celebrities' shows are on-aired on Pakistani channels. Indian culture is penetrating in Pakistanis gradually; Usage of Hindi words is very common in Pakistani society. Indians dressing style and jewelry is becoming very popular, Pakistani youth like to adopt Indian celebrity style and all these things are becoming part of daily life. In market, Indian crockery is available easily; marriages are held according to Indian style. Pakistani children don't know about values of their own country. They know the meanings of "Rakhi" and tried to adopt it. To glorify Indian culture Pakistani private channels are playing a very prominent role. Now PTV (Pakistani Govt. channel) has also been adopted the format of popular private channels. In morning time, being a Muslim country, Talawat A Quran

must be telecast but these private channels are presenting repeat telecasted Indians programs. In 2002 Government of Pakistan recognized (PEMRA) an Electronic media regulatory authority to regulate Electronic media content, for distribution and monitoring of presented stuff. PEMRA has not allowed to vulgarity and to keep check and balance on Pakistani media. The main reason to choose this issue was to highlight viewer's perspective regarding the presentation of Indians programs on Pakistani channel, through these programs Indian culture is becoming very popular in our youth. Indians programs are promoting their culture in a well mannered way gradually.

2.Objectives

- To study the popularity of Indian programs on Pakistani channels
- To study the promotion of Indian programs on Pakistani channels
- To observe the youth inclined to Indian programs.

The reason behind the study is to analyze the main reason of liking Indian programs.

3.Research Questions

- Q1. Whether Pakistani youth like and dislike Indian programs?
- Q2. Should PEMRA restrict Indian programs on Pakistani channels?

4.Hypothesis

- H1. Pakistani youth likes to watch Indian programs on Pakistani TV channels.
- H2. Pakistani youth does not like to watch Indian programs on Pakistani TV channels.

5.Review Of Related Literature

Anis et al (2012) did research on Indian cartoon programs effect on Pakistani children. Hinduism is very prominent in their cartoons, children are innocent and learn quickly everything, and they always try to copy same as they watch. They don't know which program is good or bad, not be able to differentiate the contents of cartoon programs. So parents have great responsibility to keep away them from these types of cartoon programs can be affect their life .Indians programs contents of cartoon can be harmful for children. Asim(2012) et al analyzed the role of Pakistani media and Hindu culture, Indian media is getting popularity in Pakistani society. Pakistani media is playing a key

role to promoting Indian culture Indian culture is being influence the life style of people, their norm and values. Impact of Dish Antenna on Pakistani society ‘in 1990 Saleem (1990) conducted a study on those people who watch Television programs through Dish Antenna become broad minded and their pattern of life have changed . Satellites introduced a new ways of life and create a great change in their life because Indian culture and western culture is different than Pakistani society and have a great attraction for them.

A survey conducted by Rahim (1994) “*Impact of cable television and viewing in Hyderabad*” The impact of foreign television on India “according to him those women who are habitual to watching Programs on cable television not be able to give proper time to family, very close relation like hush band and their children are also neglect, these women’s have no time to make relation to friends even she doesn’t know what is happening in next door. Cable programs are frequently telecasted and have also very interesting style, she doesn’t want to miss any episode all these things effect her life. She doesn’t spend her time to reading books, prefer to watch movies on videos. Ambreen (2010) “Media imperialism And its effects on the culture of Pakistan” She reference Schiller (1976) “Communication and cultural Domination” Every country has his own culture, life style and values and when import programs telecasted always youth is greatly affected by their culture because youth have great interest in new things and take interest to watching other countries culture, sometime other culture put negative effect and some time positive effect on youth. Gall up poll has been conducted a survey in April 19,2011 .the basic purpose of the survey to know about the people perspective regarding the transmission of Indian programs in Pakistan .42 % Pakistanis were against the transmission of Indians programs and 43 % were in favor of these programs. Four provinces were including in this survey, there were sample size was 2075 women & men .who regularly watched Indian programs through cable television.

Waheed et al(2008) did research on Cultural Transformation through Satellite Cable TV in Pakistan. He stated that satellite creates a revelation in the whole world, those programs who are presenting through satellite are growing interest and stimulate the audience to glued to these programs. In Pakistani society every field of life is influenced by it Language, life style, fashion, and children are affected by the media, children studies is also neglecting by watching television programs. Television viewers want to get knowledge from television programs but also need to be entertained from these programs. According to ZIA (2007) cable television is easy accessible and not very

costly therefore women's are influenced by Television programs than men's women's spend most of their time to watching television there women life style have been changing by watching these television.

6.Theoretical Frame Work

Uses and gratification supported this research and its finding. Uses and gratification theory propounded by Blumer and Katz is most suitable approach to base the research and its finding. The theory explains how different people use the same media message for different purpose to satisfy their psychological and social needs and achieve their goals (Katz, 1959). According to this theory audience differ in their gratifications they seek from media. What needs and gratifications people are looking for can be grouped into the following categories people are looking for can be grouped into the following categories: Diversion (escape from problem: emotional release) Personal relationship (social utility of information in conversations; substitute of the media for companionship) personal identity (value reinforcement, self understanding) and surveillance (Mc – Quail, Blumler, and Brown,1972). Many studies conducted after 1972 showed that different motives are linked to different media preferences, leading to different pattern of media exposure and use to different outcomes (Hadridakis and Rubin, 2003).

7.Methodology

This research have contain Survey method , Research Design ,Sampling technique Instrument, Data collection ,data analysis and Statistical treatment of Data. The researcher have used the survey method .Survey method, require gathering of facts that requires sufficient and accurate interpretation. This method is used to collect demographic data about respondent's behavior, opinion, interests, liking and disliking of regarding the Indians programs on Pakistani channel. There were 105 respondents from Social Sciences including 6 department Economics. Fine Arts, Sociology, psychology, Political science and Mass communication, 42.9% male respondent 57.1% female respondent , there are 805 student,9.5 teacher% and research officer were 10.5% include .in local 61.9 belong to urban,16.2 belong to sub urban and 20.0 belong to rural areas. Those respondent have 10.3000 salary per month were 47.6%,31-50 were 32.4%,above 50 thousand 20.0% .In this study Self –Explanatory questionnaire have been used for

data collection , Questionnaire include 30 informative question related to Presentation of Indian programs on Pakistani channel

8.Data Interpretation

At the end of the study the researcher shows the result, respondents who like Indian programs than Pakistani programs they are 56.2 % and 43.8% dislike Indian programs, 59.0 % are watching these programs on Pakistani channel and on Indian channel are 41.0%. Although these students are not regular to watch these programs 23.8% are regular and 76.2% are irregular ,watch these programs just for one hour their 60.0% , those spend 2-3 hour are 27.0 ,those who spend 3-4 hour 5.7% and spend in more than 4 hour are 4.7%.they think evening time is most suitable to watch these programmes 67.6% were in favor of evening time and telecasted these programs for general public and their 44.8% ,Geo channel is presenting good programs than other channel and they are 43.8%, 83.8% were agree to this statement that Pakistani media is promoting Indian culture in Pakistan,16.2% were not agree to this statement. Indian programs are effect Pakistani social values or not 88.6% were agreed and 11.4% were not agreed. Indian programs are affect religious values 80% agreed and 20% did not agreed, Language is also affected by watching these Indians programs, 88.6% respondent agreed and 11.4% disagreed, daily routine of respondent is also affected of respondent 74.3% reply in yes and 25.7% reply in No, Indians programs are harmful for children of Pakistan 88.6% answered in yes and 11.4% answered in No. PEMRA should restrict the Indian programs on Pakistani channel 73.3% were in favor and 26.7% were in against PEMRA restriction, PEMRA restriction can counteract Indian programs on Pakistani channel ,66.7% reply in Yes and 33.3% in No, Indian programs are better than Pakistani programs in Social scenario 31.4% agreed and 68.6% did not agreed, Presentation of moral and ethical values Indian programs are better than Pakistani programs 24.8% reply in yes and 75.2% reply in No, Indians programs are not better to presentation of factual data, 26.7% were in favor and 73.3% were in against,69.5% reply in yes that Indian programs present young local talent better than Pakistani programs ,30.5% were not agreed, music of Indian programs is better than Pakistani programs 78.1% reply in Yes and 21.9% reply in No, production quality of Indian programs is better than Pakistani programs 69.5% reply in yes and 30.5% reply in No. Comparing style is better in Indian programs 60.6% respondent favored of this statement and 39.4% were reply in No ,Indian programs script is better than Pakistani programs script 28.6% respondent reply in Yes and 71.4% reply in No,

Performance of Indian Performers is better than Pakistani performers 44.8% were in favor of this statement and 55.2% were not agreed, Presences of Indian celebrities is the main reason to watch these Indians programs 80% reply in yes and 20% reply in No,36.2% were agree to Presentation of Indians programs on Pakistani channels,63.8% were not in favor of this,81.0% respondent think that Indian programs are putting negative effect and 19.% think these programs are not putting negative effect.

9.Conclusion

Pakistan is Islamic country and have distinct values, norms and cultural feature ,being a Islamic nation it is the responsibility of Pakistanis to care about these things, But after 63 years of freedom we are still bounded by Indian social values, Pakistani media is providing full support to promoting Indian culture, Pakistani youth like to watch Indians programs when almost every familiar channel will telecast Indian Programs then it will be difficult for youth to keep away from these channels, Indians programs have full glamour, Presence of Indian celebrities, nice music have great charm to watch these programs. Although Pakistani youth take interest to watching these programs but know very well the negative effect of these programs on children. By watching these programs daily routine and language of people is affected, Asalam-o-Alikum is muslin greetings but now words are be popular Namasty, Namaskar, Language is the identity of every country, Indian culture is gradually cultivating in Pakistani society, Indian Stuff is harmful for Pakistani society, Hinduism is very prominent in every program Being a Islamic country it is responsibility of Pakistani media owners to telecast Islamic programs in morning time but GEO, HUM, ARY present Indian repeated transmission. Classical dance is the part of Hinduism and in morning time every Indian programs have these contents and becoming very popular in Pakistani society, researcher want to know about the liking and disliking of people regarding the Indian programs on Pakistani channels, majority of respondent like these programs this thing is proving in my research, youth think PEMRA put restriction to presentation of Indian programs on Pakistani channels .PEMRA can play a effective role to counteract the flow of Indian programs, my research .It is alarming situation for Pakistani culture ,values ,children, religion and language. Otherwise Indian culture penetrates in Pakistani society swiftly. The social values recognition will be on edge to be destroying and youth will lose their local and national identity.

10. Annexure

Data Analysis and tabulation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	45	42.9	42.9	42.9
female	60	57.1	57.1	100.0
Total	105	100.0	100.0	

Table 1: Gender of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid student	84	80.0	80.0	80.0
teacher	10	9.5	9.5	89.5
other	11	10.5	10.5	100.0
Total	105	100.0	100.0	

Table 2: Status of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid urban	65	61.9	61.9	61.9
burban	17	16.2	16.2	78.1
rural	21	20.0	20.0	98.1
Total	105	100.0	100.0	

Table 3: Locale of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-30	50	47.6	47.6	47.6
31-50	34	32.4	32.4	80.0
above 50	21	20.0	20.0	100.0
Total	105	100.0	100.0	

Table 4: Monthly Income of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	59	56.2	56.2	56.2
No	46	43.8	43.8	100.0
Total	105	100.0	100.0	

Table 5: Do you like Indian programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	25	23.8	23.8	23.8
No	80	76.2	76.2	100.0
Total	105	100.0	100.0	

Table 6: Do you watch Indian programs regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	33	31.4	31.4	31.4
no	71	67.6	67.6	99.0
3	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Table 7: Do You Prefer To Watch Indian Programs Than Pakistani Channel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pakistani chennals	62	59.0	59.0	59.0
indian channels	43	41.0	41.0	100.0
Total	105	100.0	100.0	

Table 8: How you watch Indian programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 hour	63	60.0	60.0	60.0
2 -3 hours	29	27.6	27.6	87.6
3-4 hours	6	5.7	5.7	93.3
more than 4 hours	7	6.7	6.7	100.0
Total	105	100.0	100.0	

Table 9: How much time do you watch the Indian programs on Pakistani channel?

	Frequency	Percent	Valid percent	Cumulative percent
Valid Morning	7	6.7	6.7	6.7
Noon	27	25.7	25.7	32.4
Evening	71	67.6	67.6	100.0
Total	105	100.0	100.0	

Table 10: Which time do you think is most suitable to telecast Indian programs on Pakistani channel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	children	5	4.8	4.8	4.8
	Youngster	24	22.9	22.9	27.6
	Women	29	27.6	27.6	55.2
	general public	47	44.8	44.8	100.0
	Total	105	100.0	100.0	

Table 11: For whom Indian programs should be telecasted?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Geo	46	43.8	43.8	43.8
	ARY	18	17.1	17.1	61.0
	Hum	27	25.7	25.7	86.7
	Any other	14	13.3	13.3	100.0
	Total	105	100.0	100.0	

Table 12: Which Pakistani channel is presenting good Indian programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Geo	43	41.0	41.0	41.0
ARY	16	15.2	15.2	56.2
Hum	26	24.8	24.8	81.0
Any other	20	19.0	19.0	100.0
Total	105	100.0	100.0	

Table 13: Which Pakistani channel is presenting Indian programs more frequently than other?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	88	83.8	83.8	83.8
No	17	16.2	16.2	100.0
Total	105	100.0	100.0	

Table 14: Do you think Pakistani channels are promoting Indian culture through these programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	93	88.6	88.6	88.6
No	12	11.4	11.4	100.0
Total	105	100.0	100.0	

Table 15: Do you think these programs can affect our social values?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	84	80.0	80.0	80.0
No	21	20.0	20.0	100.0
Total	105	100.0	100.0	

Table 16: Do you think these programs can affect our religious values?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	86	81.9	81.9	81.9
No	19	18.1	18.1	100.0
Total	105	100.0	100.0	

Table 17: Do you think Pakistani media is playing a major role to promote Indian culture?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	93	88.6	88.6	88.6
no	12	11.4	11.4	100.0
Total	105	100.0	100.0	

Table 18: Do you think Pakistani language is affected by these Indian programs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	78	74.3	74.3	74.3
no	27	25.7	25.7	100.0
Total	105	100.0	100.0	

Table 19: Do You Think These Programs Can Affect Our Daily Routine?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Positive	12	11.4	11.4	11.4
d Negative	93	88.6	88.6	100.0
Total	105	100.0	100.0	

Table 20: What kind of effects these programs are putting on children?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	77	73.3	73.3	73.3
no	28	26.7	26.7	100.0
Total	105	100.0	100.0	

Table 21: Do you think PEMRA should restrict the Indian programs on Pakistani channel?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	70	66.7	66.7	66.7
no	35	33.3	33.3	100.0
Total	105	100.0	100.0	

Table 22: Do you think PEMRA restriction can counteract the Pakistani society against the flow of Indian culture?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	33	31.4	31.4	31.4
no	72	68.6	68.6	100.0
Total	105	100.0	100.0	

Table 23: Do you think Indian programs are better than Pakistani programs in representation of social scenario?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	26	24.8	24.8	24.8
no	79	75.2	75.2	100.0
Total	105	100.0	100.0	

Table 24: Do you think Indian programs are better than Pakistani programs in presentation of moral & ethical values?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	28	26.7	26.7	26.7
no	77	73.3	73.3	100.0
Total	105	100.0	100.0	

Table 25: Do you think Indian programs are better than Pakistani programs in representation of factual data?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	73	69.5	69.5	69.5
no	32	30.5	30.5	100.0
Total	105	100.0	100.0	

Table 26: Do you think Indian programs are better than Pakistani programs in representation of young local talent?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	82	78.1	78.1	78.1
no	23	21.9	21.9	100.0
Total	105	100.0	100.0	

Table 27: Do you think Indian programs are better than Pakistani programs in music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	73	69.5	69.5	69.5
no	32	30.5	30.5	100.0
Total	105	100.0	100.0	

Table 28: Do you think Indian programs are better than Pakistani programs in production quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	63	60.0	60.6	60.6
no	41	39.0	39.4	100.0
Total	104	99.0	100.0	
Missing System	1	1.0		
Total	105	100.0		

Table 29: Do you think Indian programs are better than Pakistani programs in comparing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	28.6	28.6	28.6
	no	75	71.4	71.4	100.0
	Total	105	100.0	100.0	

Table 30: Do you think Indian programs are better than Pakistani programs' script?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	44.8	44.8	44.8
	no	58	55.2	55.2	100.0
	Total	105	100.0	100.0	

Table 31: Do you think performance of the Indian performer is better than Pakistani performers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	84	80.0	80.0	80.0
	no	21	20.0	20.0	100.0
	Total	105	100.0	100.0	

Table 32: Do you think representation of Indian celebrities in programs is main reason to watch these programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	38	36.2	36.2	36.2
	no	67	63.8	63.8	100.0
	Total	105	100.0	100.0	

Table 33: Do you think Pakistani channel should telecast Indian programs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	85	81.0	81.0	81.0
no	20	19.0	19.0	100.0
Total	105	100.0	100.0	

Table 34: Do you think Indian programmers have brought a negative change in our society?

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